

Uninsured
Quit Line Data Summary
October 1 - December 31, 2002

	Uninsured	State
Number of Calls to Quit Line	N = 531	N = 3,753
Percent of Statewide Calls	24.9%	100.0%
Percent of State Population in County¹	NA	100.0%
	Uninsured %	State %
Gender	N = 527	N = 3,291
Female	53.7%	61.0%
Male	46.3%	39.0%
Race/Ethnicity	N = 501	N = 2,816
People of Color	16.4%	13.9%
White	83.6%	86.1%
Age	N = 527	N = 2,956
Less than 18 years old	0.0%	2.7%
18 - 24 years old	17.6%	14.4%
25 - 34 years old	25.4%	21.8%
35 - 44 years old	28.7%	25.9%
45 years and older	28.3%	35.1%
Education	N = 522	N = 2,860
Did not graduate high school	18.4%	18.4%
High school graduate	34.7%	33.3%
Some college/vocational school	37.9%	34.9%
College graduate	9.0%	13.5%
Caller Type	N = 530	N = 3,367
General Information	0.4%	11.2%
Health care provider	0.0%	2.9%
Tobacco user	99.6%	85.9%
Payer Type	N = 531	N = 2,129
Uninsured	100.0%	24.9%
Heard About	N = 469	N = 2,888
Past caller	7.9%	18.5%
Employer/worksites	0.4%	0.8%
Health care provider	16.4%	21.8%
Television	19.2%	18.4%
Outdoor advertisement (billboard/bus/wall)	7.7%	7.2%
Targeted mailing	0.2%	0.9%
Great Start	0.4%	0.1%
Radio	2.1%	2.2%
Newspaper/Magazine	2.3%	2.2%
Brochure/Newsletter	6.2%	6.2%
Family or friend	32.0%	17.9%
Health Department	3.8%	2.9%
School	1.3%	0.9%